

pledge

MY HEAD TO CLEARER THINKING,
MY HEART TO GREATER LOYALTY,
MY HANDS TO LARGER SERVICE,
AND MY HEALTH TO BETTER LIVING,
FOR MY CLUB, MY COMMUNITY, MY COUNTRY
AND MY WORLD.



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Letter From President and CEO and Board Chair

As we reflect on the year 2021, we want to extend our heartfelt gratitude to our generous donors and champions for their unwavering support.

Together, we're reaching millions of young people in our mission to empower and inspire the youth of America.

One of the hallmarks of America's largest youth development program is our ability to meet the needs of families and children in every county and parish nationwide.

National 4-H Council is the non-profit partner to America's largest youth development organization, a unique private-public partnership that includes 100-plus land-grant universities and the nation's Cooperative Extension System, and the National Institute of Food and Agriculture within the United States Department of Agriculture.

In 2021, as our lives opened back up and we began navigating through a new normal, 4-H provided pathways for millions of youth to thrive, shine and meet challenges head-on.

From closing the digital divide to STEM learning to healthy living and more, we're honored you're here to discover the powerful impact of 4-H on America's youth, families and communities.

Sincerely,



Jennifer Sirangelo *President and CEO*National 4-H Council



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we have built a life-changing movement that serves six million youth each year. Fueled by this historic investment, we will make even greater progress toward our shared vision: providing all young people with access to opportunity."

Jennifer Sirangelo
President & CEO
National 4-H Council

Preparing Young People to Thrive

Landmark \$50 Million Gift to 4-H from MacKenzie Scott is an Investment in America's Youth

Opportunity for All

Our mission is to give young people access to opportunity. Because of 4-H's expansive reach into every US county, parish, and territory, this generous investment from MacKenzie Scott and her husband, Dan Jewett, will support positive youth development for millions of kids and families.

Empowering Youth

Amid the serious challenges affecting our youth—from a national mental health crisis to widening opportunity gaps—the skills, confidence and resilience young people develop through 4-H programs are essential. This gift will continue the great work that Cooperative Extension is doing through 4-H, and empower more youth through 4-H's proven programs.





The Power of Positive Youth Development (PYD)



48%

of kids in very low-opportunity neighborhoods lack access to parks and playgrounds

Source: Brandeis University, 2019

12.5%

of the U.S. population is made up of Black people; however, they make up

21.4%

of the poor population

Source: M. Sauter, 2018

Soccer for Success program made possible by



Closing the opportunity gap through **PYD** means the health, well-being and success of any young person will not be determined by their zip code or the color of their skin, and that the current generation of youth will gain the necessary support and experiences to navigate the unprecedented social realities we face as a nation.

Through a partnership with the nation's land-grant universities and robust programs, 4-H is creating and building authentic opportunities for leadership development to promote equity. For example, our partnership with the U.S. Soccer Foundation—made possible through the Walmart Foundation—this year created pathways to positive outcomes for K-12 youth through local 4-H programs. The Soccer for Success program uses soccer to improve children's physical and mental health and overall well-being in underserved communities.

By investing in PYD, we can upend America's persistent social, economic and political imbalances. Our intentional approach brings together communities, organizations, government, educators and young people to promote positive outcomes for youth, thereby eliminating the opportunity gap and creating a more equitable and just society.

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True Leaders in Equity

14%

of charitable giving in 2019 went to education

Source: Giving USA, 2020

8%

went to public-society benefit

Source: Giving USA, 2020

Another example of our PYD initiative is the True Leaders in Equity Institute, which engages 20 youth and adult teams from the Cooperative Extension's 4-H programs to become change agents to create a more welcoming and inclusive environment. The CHS Foundation has generously invested \$1M to bring this program to scale in 2022.

This training and leadership opportunity challenges participants to work together to ideate and champion equity-related projects in their communities.

4-H believes in youth and adults working together to leverage the strengths that each group brings to their communities and world.



Let's not wait for adolescents and young adults to protest for their voices to be heard."

Chinwe Efuribe et al., Coping With the COVID-19 Crisis





27%

of rural school districts required instruction while schools were closed during the pandemic

source: Center on Reinventing Public Education (Goldstein, 2020)



Investing in Rural Communities

4-H and Tractor Supply Company are investing in rural communities through skill development and community building. Collectively, our organizations meet young people in rural communities where they are by delivering resources to ensure they have the tools necessary to succeed in life and career.

Our partnership includes a bi-annual Paper Clover campaign which raises funds that directly impact the operations and continued growth of local 4-H programs.



Bridging the Digital Divide











HughesNet.









National 4-H Council built on the successes of a platform created in 2020, 4-H at Home, for isolated kids to stay connected online.

Funded by the National Institute of Food and Agriculture within the United States Department of Agriculture and corporate donors, this platform elevates the high-quality educational content and resources of Cooperative Extension. The program scaled up in 2021, building new opportunities for young people to thrive at home.

In partnership with 100+ top-tier universities, this universal access to impactful learning experiences was an essential educational lifeline to millions of youth and families.



















Tech Changemakers

4-H Tech Changemakers trains and equips teens to teach adults in their communities the digital skills needed for education, jobs, healthcare, social fulfillment, entrepreneurship, and more. A coalition of supporters—including Microsoft, Land O'Lakes and Tractor Supply Company—supported the program, with an additional \$7.5M investment from Verizon to expand the training to adults in rural communities with a specific focus on people of color.

Because of Verizon's investment, Council was able to scale Tech Changemakers to Historically Black Colleges and Universities (HBCUs). Working with nine HBCUs, all land-grant institutions, 4-H is helping to close the opportunity gap by making digital skills accessible to those who need them most.

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Youth in Action Award Winners

The 4-H Youth in Action program recognizes four confident young leaders with diverse backgrounds and unique perspectives in our core pillar areas: agriculture, STEM, healthy living and civic engagement.



Indiana 4-H

Purdue University

Extension

IMPACT VIDEO

2021 AGRICULTURE YOUTH IN ACTION WINNER

Madelyn Zimmerman



🚹 I started this program for kids at school who were sitting alone at lunch or who were acting out. We'd sit in my barn and I'd teach them absolutely everything I knew about cows."



Oklahoma 4-H Oklahoma State University Extension



2021 STEM YOUTH IN ACTION WINNER

Aidan Spencer



I noticed that there weren't a lot of people who looked like me in STEM. So I started finding ways to get the word out and have events to help people realize they could also see themselves in STFM."

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2021 HEALTHY LIVING YOUTH IN ACTION WINNER

Mayyadah Zagelow





My friends and I worked to create an environment where everyone could feel comfortable expressing their true selves. We had conversations and workshops for leaders and youth about the importance of supporting LGBTQ+ youth."



Illinois 4-H
University of Illinois
Extension



2021 CIVIC ENGAGEMENT YOUTH IN ACTION WINNER

Elizabeth Weidner

In memory of Elizabeth Weidner | 2004–2021

Her adventurous spirit continues to live on and inspire us.



Whenever you wear a crown, it's a sparkly thing on your head. People pay more attention to you. That can be your opportunity to share what you're passionate about. Crowns Fight Cancer is just a girl changing the world one rhinestone at a time."

Honor Roll

National 4-H Council's work on behalf of the 4-H youth development movement would not be possible without the generosity of our individual, corporate and foundation donors. Thank you.

We wish to thank the following organizations for their long-term contributions to our work. While we have listed their support in previous annual reports, their funds continued to sustain our work this year.

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Michael Rowley
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Teresa Spurling
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Linda Starkey
Naima Starks

Rochelle Starrett

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Bernadette Tellier
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Breana Thomas
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Christina Thomas
Christina Thomas
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Aleah Young Richard Young

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NAMED AND SPECIAL 4-H FUNDS

The following named and special funds have been established at National 4-H Council. We salute the people who established these funds and the people who have contributed to them. You can ensure the legacy of 4-H by creating or contributing to a named or special fund. For more information on any of these funds or how you can establish new funds, please contact Amie Marshall at amarshall@4-h.org or 301-961-2858.

Edward W. Aiton Fund Kenneth H. Anderson Fund Richard R. Angus NAE4-HA

Professional Leadership Recognition Fund Jim and Marcia Borel International

4-H Fellowship

George L. Brown Multicultural

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National 4-H Conference Fund, In Memory of Elsie J. Carper

National 4-H Shooting Sports

Tom Knapp Scholarship Fund

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Recognition Fund

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Norman A. Sugarman Fund

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Benefactors who made their planned gifts prior to the establishment of the National 4-H Heritage Club by the Board of Trustees in 2007.

Edward W. Aiton* Jeannette S. DeMure* Agnes M. Hansen* Tena B. Klein* Frieda R. Schroder* Luke Schruben* Edward R. Tinker* Charitable Trust Florence Van Norden* W. Sherard Wilson*

The National 4-H Heritage Club, established by the Board of Trustees in 2007, is National 4-H Council's planned giving society recognizing individuals who have made deferred gifts through their estate plans or cash gifts designated to an endowed fund. For information on making a legacy gift to 4-H, please contact John Zabinski at jzabinski@4-h.org or 301-961-2983.

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Benefactors who made planned gifts by September 30, 2009.

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*Deceased

We make every effort to ensure accuracy. If your name is not listed correctly or in the manner you wish, please contact Jennifer DePasquale at jdepasquale@4-h.org.

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Financials

Summary Statement of Financial Position

Assets	2020	2021
Cash and Cash Equivalents	27,553,845	31,633,034
Investments	15,726,965	91,023,898
Receivables	8,845,216	13,471,727
Merchandise Inventories	1,550,805	1,655,308
Property and equipment, net of depreciation	5,150,825	375,189
Other assets	401,860	247,147
TOTAL ASSETS	59,229,516	138,406,303
Liabilities	2020	2021
Accounts Payable and Accrued Expenses	5,588,896	4,185,150
Line of Credit	10,000,000	-
Deferred Revenue	2,031,530	542,764
Accrued Post-Retirement Benefit Liability	3,052,296	2,508,061
Unfunded Pension Liability	4,088,622	3,265,691
Agency Funds and Other	470,424	343,736
TOTAL LIABILITIES	25,231,768	10,845,402
Net Assets	2020	2021
Without Donor Restriction	4,399,588	87,006,391
With Donor Restriction	29,598,160	40,554,510
TOTAL NET ASSETS	33,997,748	127,560,901
TOTAL ASSETS	59,229,516	138,406,303
LIABILITIES AND NET ASSETS	59,229,516	138,406,303

^{*}FY 21 (As of February 28, 2022)

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Financials

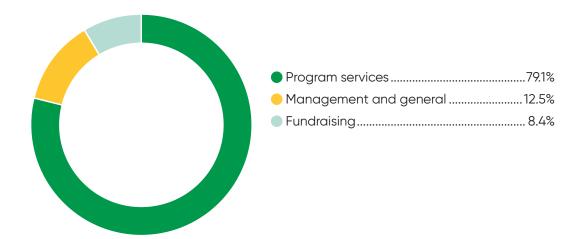
Summary Statement of Activities

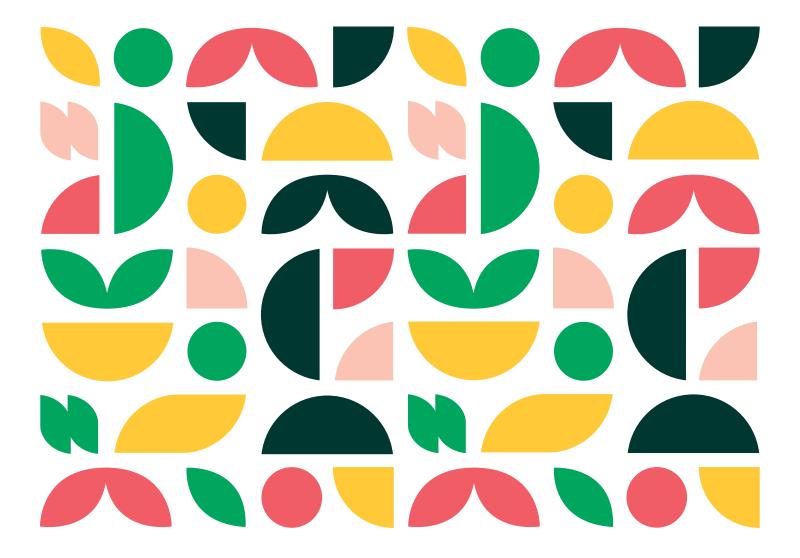
Revenue	2020	2021
Contributions and Grants	19,755,796	88,987,129
Registration Fees and Tuition	-	470,075
National 4-H Conference Center	395,083	-
National 4-H Supply Service	3,463,455	4,532,811
Investment Income	257,356	260,032
Other	2,357,766	2,091,743
TOTAL REVENUE	26,229,456	96,341,790
Expenses	2020	2021
Program Services		
Educational Programs	20,782,112	23,574,585
National 4-H Conference Center	2,226,425	1,737,189
National 4-H Supply Service	5,042,248	3,851,457
Management and General	4,688,749	4,606,021
Fundraising	2,772,673	3,086,527
TOTAL EXPENSES	35,512,207	36,855,779
Nonoperating Increase (Decrease)	2020	2021
Gain On Center Sale	-	33,937,555
Nonoperating Contributions	-	61,396
Investment Gains (Losses)	2,850,219	(971,336)
Net Periodic Pension Cost	(728,154)	(241,213)
Pension Related Changes Other than Net Period Pension Costs	2,494,059	631,257
Post Retirement Benefit Costs	1,428,830	659,483
Total Nonoperating Increase (Decrease)	6,044,954	34,077,142
CHANGE IN ASSETS	(3,237,797)	93,563,153

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Financials

2021 Expense Components





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As the nation's largest youth development organization, 4-H grows confident young people who are empowered for life today and prepared for a career tomorrow. 4-H is led by a unique private-public partnership of universities, federal and local government agencies, foundations and professional associations.

National 4-H Council is the private sector, non-profit partner of the Cooperative Extension System and the National Institute of Food and Agriculture within the United States Department of Agriculture.

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